

Change and the Social Web

Social Technologies & Citizenship

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This is an invitation...

Find something you're passionate about, use new tools to help change the world

Exercise at the break:

On 3 Post-It notes, write down three *brief* 3-5 word answers to this question:

What about the world do you want to change?

Be specific, make it personal.



What is a Superhero?



http://flickr.com/photos/karla_k/2776839587/

Wednesday, January 21, 2009

Everyday heros are everywhere

- ❏ Millions of people are connecting in ways never before possible
- ❏ This opens up new ways to tap our collective intelligence, creativity and passions to make the world a better place
- ❏ To do this, we each need to figure out what we're passionate about and find one another





World in Crisis...

<http://flickr.com/photos/aaronescobar/2633772161/>



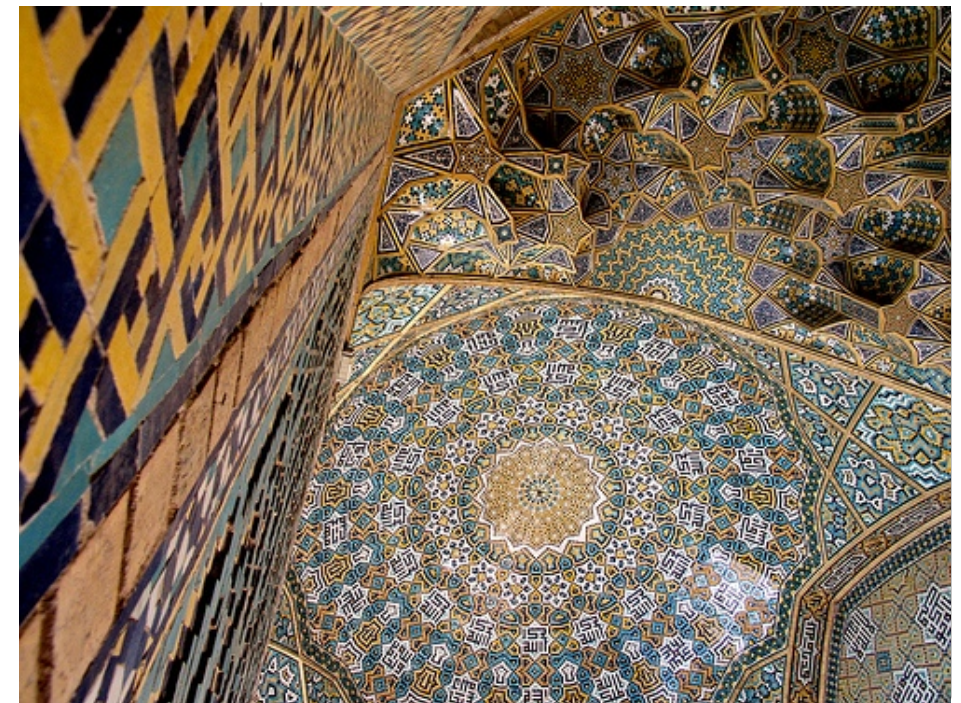
A Challenging Time for Leaders

- ⬢ Accelerating pace of change vs. industrial age planning time-scales
- ⬢ De-industrialization and economic transformation
- ⬢ Continued rising energy prices
- ⬢ Climate change
- ⬢ Unforeseen economic crises and external shocks

Demand for **INGENUITY, CREATIVITY, INNOVATION, FORESIGHT, INSIGHT**



Complexity...



❏ How to make sense of it...

❏ How to make meaning...

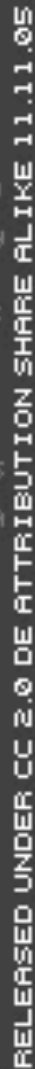
What is New Media?

Three Media Paradigms:

- Interpersonal Media: conversation, letter, telephone, email, IM
one-to-one communication
- Mass Media: theatre, oratory, books, radio, television, film
one-to-many communication
- New Media: discussion forums, blogs, YouTube, wikis, games
many-to-many communication

New Media are interactive, peered and networked





Web 2.0, aka “The Social Web”

Web 1.0: Information Source

- Static
- Reading
- Organizations
- Owning/Selling
- Brochure-ware
- Portals
- One-to-many
- E-business
- Central control

Web 2.0: Participation Platform

- Dynamic
- Writing
- Communities
- Sharing
- Two-way communication
- Social Networks
- Many-to-many
- Peer production
- Reciprocal control



The Machine is Us/ing Us

Digital ethnography

@ Kansas State University

http://ca.youtube.com/watch?v=NLIGopyXT_g





Shifting Identities

- Multiple personas reflect the multidimensional reality of modern self
- The challenge: integrate the many facets of self into a coherent sense of identity
- How can culture and cultural workers help?





Virtual community
meets physical place.



Toronto Transit Camp

*“Not a complaints department,
a solutions playground”*

Passion and fun meet practice

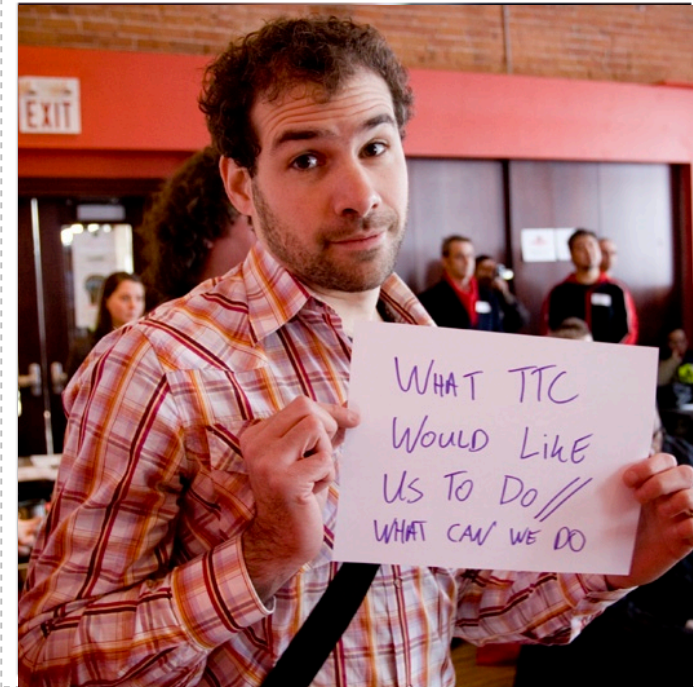
Diverse communities of interest and practice

Cultural change

Facilitating community formation

Modelling for replication

Harvard Business Review: “Breakthrough Ideas 2008”





METRONAUTS

POWERED BY TRANSIT CAMP

This is a **solutions playground**,
not a **complaints department**.



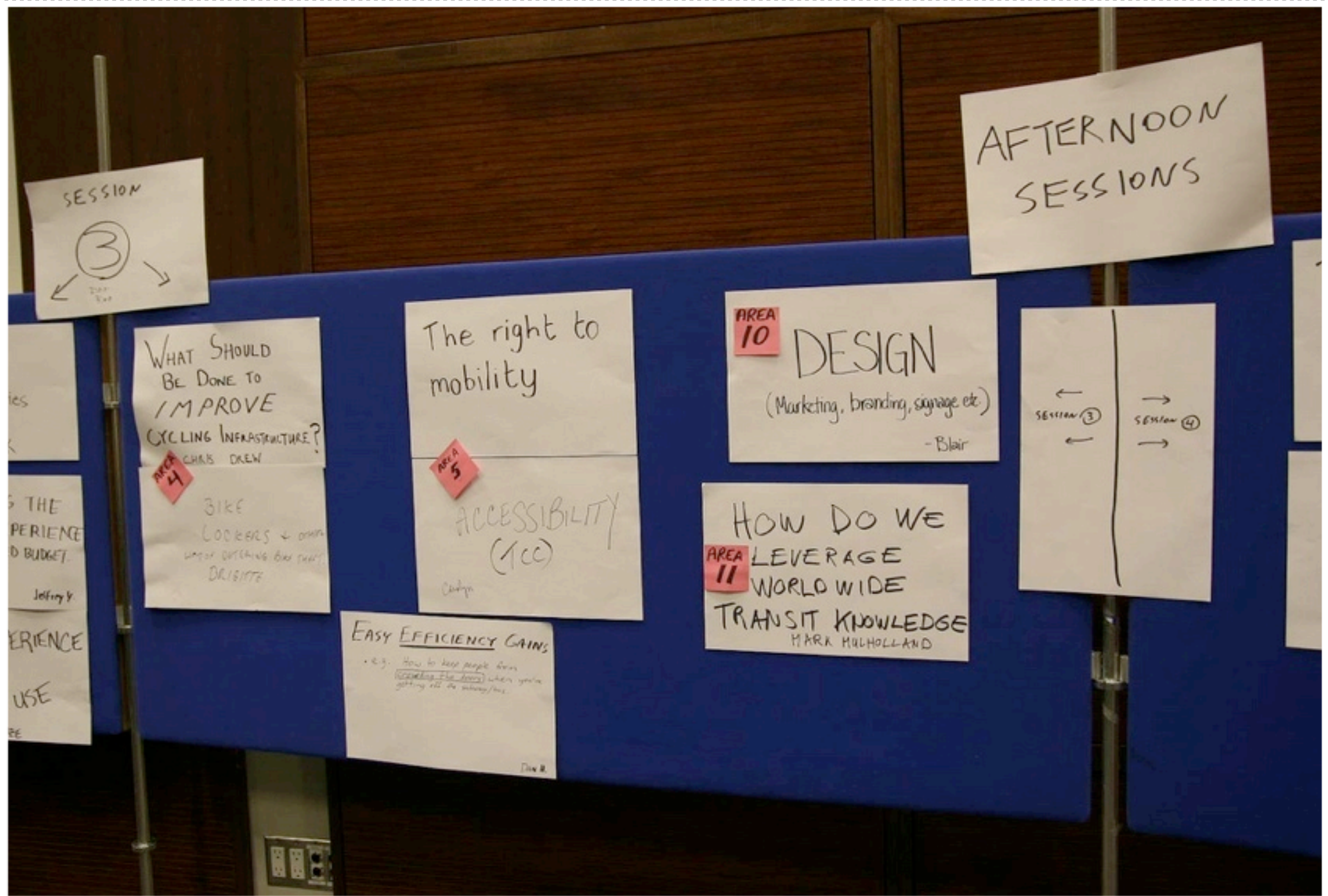


MetroLinx Recommendations

MOBILITY HUBS + CROSS - SUPER MERO (REX) - CONNECT MOBILITY HUBS ACROSS GTHA - INTEGRATED SERVICES - MASS TRANSIT - PEDESTRIANS - SHOPPING - CARS - CAR SHARING - GO TRAIN STATIONS w/ car parking 1st waste lands → Need pedestrian friendly	GTHA (M) - Branding of Region - Include all of region as Durham - Bike Lockers	Kyoto + CLIMATE CHANGE - Need targets - Gov't Accountability - DEVELOP RAPID TRANSIT INSTEAD OF WASTING MONEY THROUGH CARBON CREDITS PURCHASING ON INTERNATIONAL MARKET - SELL CARBON CREDITS TO INDUSTRY TO FUND TRANSIT DEVELOPMENT - TAXING EXCESSIVE CARBON EMISSIONS → Money goes to transit	Suburban Transit - Employment Sprawl as important as transit - low density land form - MISC - mixed use zoning - Separating transportation grids → Streets too close - Burlington King experiment → affect businesses Oakville down - Converting transit vehicle manufacturing
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TransitCamp Unconferences





Richard Florida's Creative Class

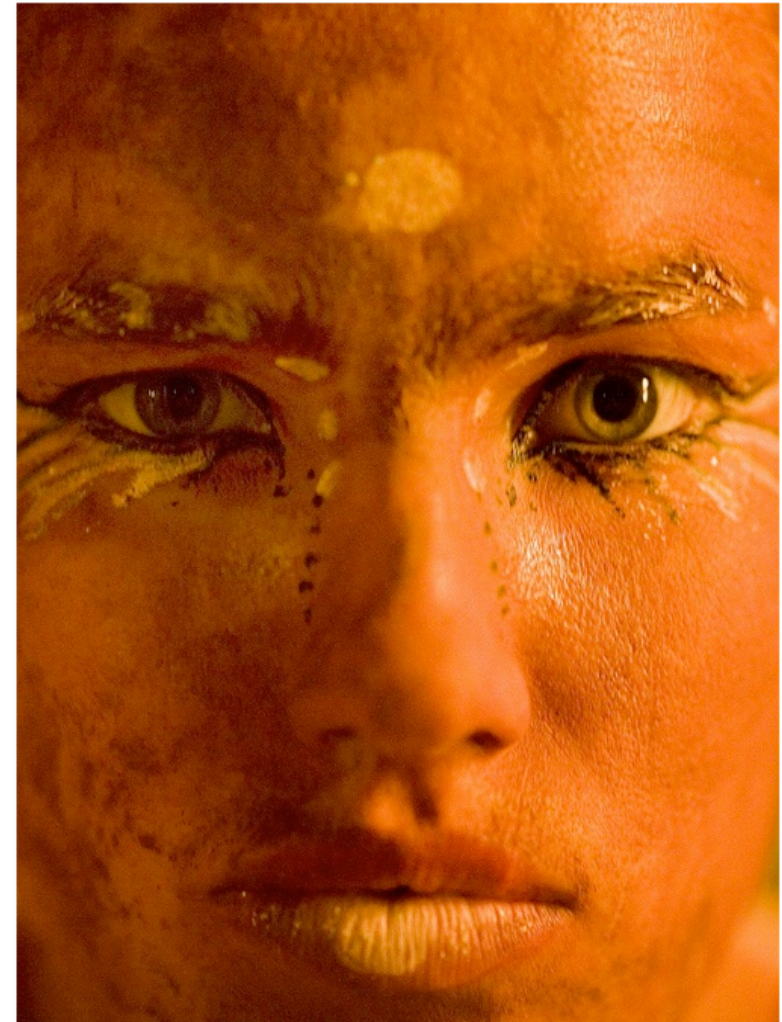
- Arts
- Architecture & Design
- Entertainment & Media
- Science & Engineering
- paid to create
- share a “creative ethos”
- are attracted to “creative habitats”
- driving future prosperity



Cultural Creative Values


- ❖ heterarchy: horizontal power & control
- ❖ reject the materialist notion of success
- ❖ self-actualizing, integrated and balanced life
- ❖ believe in authenticity, emphasize relationships
- ❖ prefer intimate, visceral & engaged learning
- ❖ idealism, activism, globalism and ecology
- ❖ believe that a little creative chaos is a good thing

Source: Ray & Anderson (2000), "The Cultural Creatives"




Open Creative Communities

Community

 any group of individuals who interact and share some common characteristics

Open

 no artificial barriers to entry; membership comes from creative citizenship, both professional and amateur

Creative

 production of ideas and inventions that are personal, original and ***meaningful***



City Repair Project, Portland

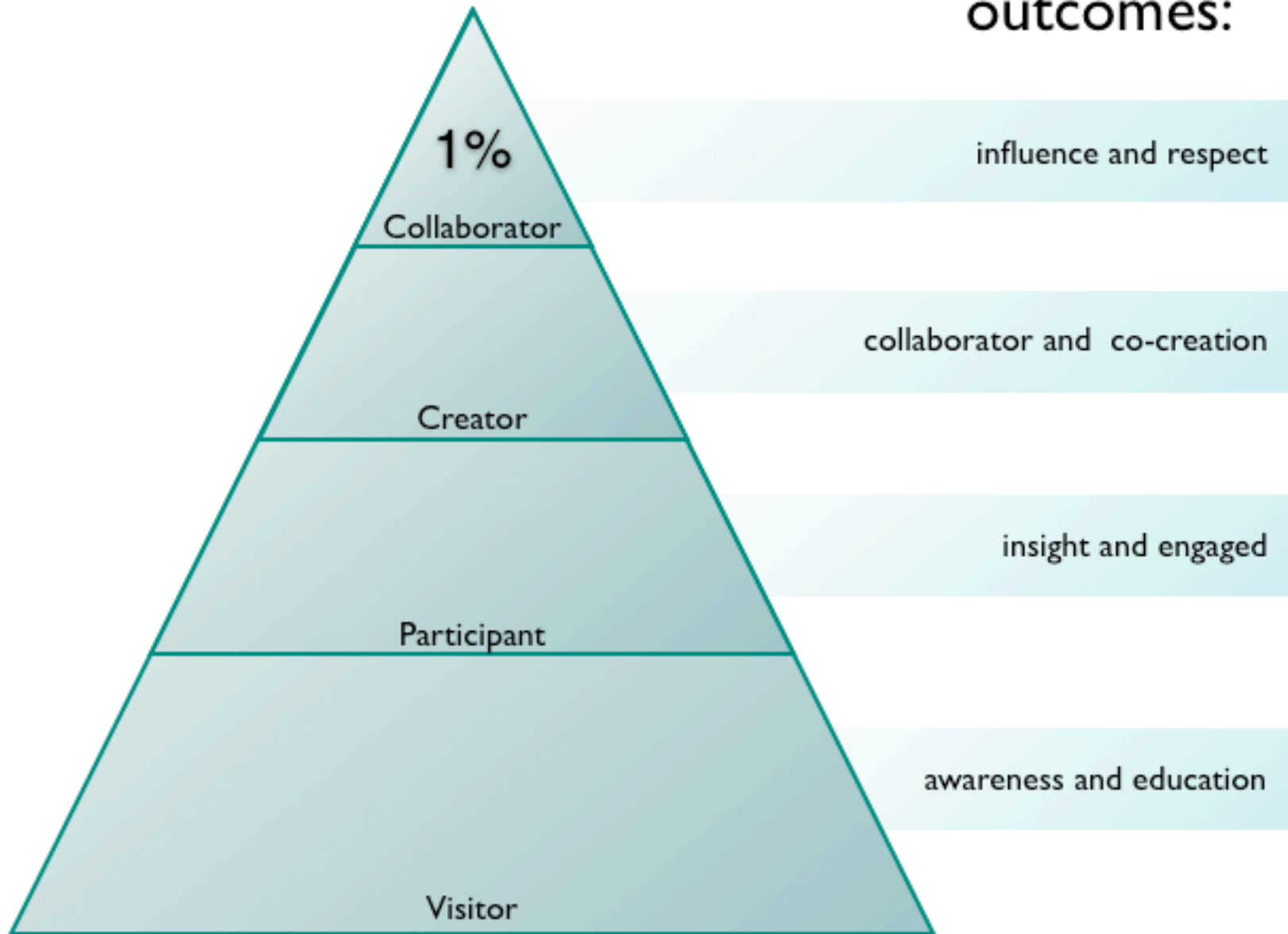
Text

**How do we
create space
for play?**



Engagement Pyramid

outcomes:



Social Computing Behaviour

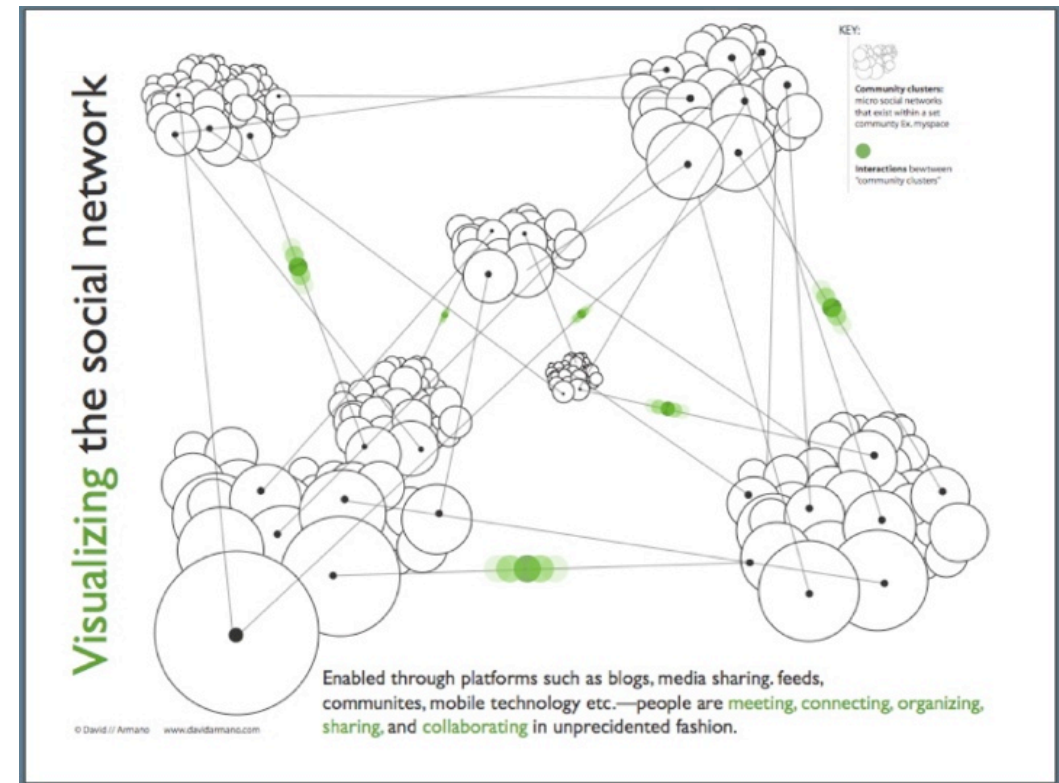
	Gen Y (18-26)	Gen X (27-40)	Late Boomer (41-50)	Early Boomer (51-61)	Seniors (61+)
Creators	30%	19%	12%	7%	5%
Critics	34%	25%	18%	15%	11%
Collectors	18%	16%	15%	16%	11%
Joiners	57%	29%	15%	8%	6%
Spectators	54%	41%	31%	26%	19%
Inactives	21%	42%	54%	61%	70%

Source: Charlene Li, "Social Technographics"; Forrester Research, 2007



Contextual Touchpoints

- Going where our audience is
- Finding related communities of interest
- Creating experiences across touchpoints
- Enabling and repacking content so that is both pertinent to platform and a match with audience interests and passions



Signals of a Participatory Future

🍯 The Social Web (aka “Web 2.0”):

🍯 the web as a platform for participation

🍯 Rise of the Creative Class, Cultural Creative Values, Millennial Generation

🍯 pools of talent waiting to be engaged

🍯 The “Obama Moment”:

🍯 the first transformational political leader of the web age



The “Obama Moment”

- ❖ First Transformational Leader of the Web Age
- ❖ Embraces social movements self-organizing on the web, youth, crowd-sourcing, small donations
- ❖ Enables participation of people who have felt outside the political process - more than inspiring speeches
- ❖ E.g. “virtual call centers”, personal blogs, self organizing street parties
- ❖ User-generated content driven by participatory values consistent with his message:

“We Are the Change We Are Waiting For”





Government 2.0?

Traditional Planning Paradigm

- Professionalization
- Industrial Age & Modernist Values
- Public Consultation
- Risk Aversion & Management
- Control of Information
- Control of Complicated Systems
- Planning-Centric
- Efficiency of Service Delivery

Emerging Participatory Paradigm

- Rise of the Pro-Ams
- Imagination Age & Creative Values
- Public Engagement & Participation
- Risk-Taking & Innovation
- Push Information to the Edges
- Adaptation to Complexity
- Human-Centric
- Perceived Value of Outcomes





CHANGE CAMP

Saturday, January 24th
MaRS Centre, Toronto
<http://changecamp.ca/>





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